

ESTTA Tracking number: **ESTTA684839**Filing date: **07/21/2015**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Novartis AG
Granted to Date of previous extension	07/22/2015
Address	CH-4002 Basel, SWITZERLAND
Attorney information	Maury M. Tepper, III Tepper & Eyster, PLLC 3724 Benson Drive Raleigh, NC 27609 UNITED STATES mtepper@teiplaw.com Phone:919-861-8903

Applicant Information

Application No	86396645	Publication date	03/24/2015
Opposition Filing Date	07/21/2015	Opposition Period Ends	07/22/2015
International Registration No.	NONE	International Registration Date	NONE
Applicant	Synthon Holding B.V. Microweg 22 6545 CM Nijmegen, NETHERLANDS		

Goods/Services Affected by Opposition

Class 010. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Injection devices for medical purposes

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	4277897	Application Date	07/18/2012
Registration Date	01/22/2013	Foreign Priority Date	06/20/2012
Word Mark	SENSOREADY		

Design Mark	SENSOREADY
Description of Mark	NONE
Goods/Services	Class 010. First use: First Use: 0 First Use In Commerce: 0 Auto-injectors for the administration of pharmaceutical preparations

Attachments	79116882#TMSN.png(bytes) SENSIGO Opposition.pdf(458176 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Maury M. Tepper, III/
Name	Maury M. Tepper, III
Date	07/21/2015

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of

Trademark Application Serial No. 86/396,645
For the Mark SENSIGO

Filed September 16, 2014

Novartis AG,)	
)	
Opposer,)	
)	
v.)	Opposition No.
)	
Synthon Holding B.V.,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer Novartis AG, CH-4002, Basel, Switzerland, believes that it will be damaged by registration of the mark shown in Serial No. 86/396,645, and hereby opposes the same.

The grounds for opposition are as follows:

1. Applicant filed Application Serial No. 86/396,645 on or about September 16, 2014 to register the mark SENSIGO in connection with "injection devices for medical purposes," ("Applicant's Mark").
2. Opposer will be damaged by the registration of Applicant's Mark.
3. Opposer is the owner of United States Trademark Registration No. 4,277,897, filed July 18, 2012 and registered January 22, 2013, for the mark SENSOREADY in connection

with “auto-injectors for the administration of pharmaceutical preparations” (“Opposer’s Mark”).

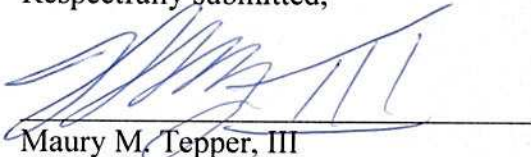
4. The registration date for Opposer’s Mark (January 22, 2013) is prior to any priority date that Applicant can claim relating to Applicant’s Mark.

5. Applicant’s Mark so resemble Opposer’s Mark as to be likely to cause confusion or to cause mistake or to deceive.

WHEREFORE, Opposer prays that said application Serial No. 86/396,645 be rejected, that no registration be issued, and that this Opposition be sustained in favor of Opposer.

This the 21st day of July, 2015.

Respectfully submitted,



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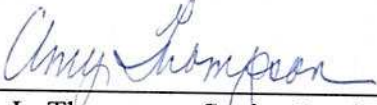
CERTIFICATE OF FILING

I do hereby certify that on July 21, 2015, I filed via electronic means (ESTTA)
this NOTICE OF OPPOSITION with the:

U. S. Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

With a copy via First Class Mail to:

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Amy L. Thompson, Senior Paralegal